31.03.2025

Curriculum at LAB University of Applied Sciences 2023-2024

Bachelor of Culture and Arts, Visual Communication (in Finnish) 23S, full-time studies, Lahti

Code	Name	1 y	2 y	3 y	4 y	ECTS total
MLTIVV23S-1027	**CORE COMPETENCE**					**120**
MLTIVV23S-1028	**Common studies**					**15**
AY00BU47	Developing professional competence 1	1				1
AY00BU48	Developing professional competence 2		1			1
AY00BU49	Developing professional competence 3			1		1
A300CE13	Orientation to Sustainability Thinking	2				2
KE00BT61	English for Work	4				4
KR00BU42	Swedish for Work, Spoken	1				1
KR00BU43	Swedish for Work, Written	1				1
KS00BT59	Expert Communication Skills	4				4
MLTIVV23S-1029	**Professional Core Competence**					**105**
MLTIVV23S-1030	**Basic studies**					**60**
AM00CE41	Art History	5				5
AM00CW03	Visual Design Software 1	5				5
AM00CF73	Color, Form and Composition	5				5
AM00CV96	Visual Expression	5				5
AM00CW06	Fundamentals of Graphic Design	5				5
AM00CW04	Visual Design Software 2	5				5
AM00CW73	Fundamentals of Packaging Design	5				5
AM00CE48	History of Visual Communication	5				5
AM00CW74	Fundamentals of Typography	5				5
AM00BW37	User-centred Design		5			5
AM00CR19	Visual Culture Theory		5			5
AM00CW05	Marketing and Branding		5			5
MLTIVV23S-1032	**Thesis**					**15**
AO00BU53	Thesis Planning				5	5
AO00BU54	Thesis Research and Writing				5	5
AO00BU55	Thesis Publication				5	5
MLTIVV23S-1033	**Practical Training**					**30**
HA00CD54	Practical Training			5	5	10
HA00BU51	Practical Training 2			5	5	10

HA00BU52	Practical Training 3			5	5	10
MLTIVV23S-1022	**COMPLEMENTARY COMPETENCE**					**120**
MLTIVV23S-1023	**Orientation studies**					**45**
MLTIVV23S-CATEGORY-1000	**Graphic Design**					**45**
AM00CV97	Publication Design	15				15
AM00CV98	Branding Design	15				15
AM00CV99	Visual Identity	15				15
MLTIVV23S-CATEGORY-1001	**Packaging Design**					**45**
AM00CW00	Sustainable and Creative Packaging	15				15
AM00CW01	Consumer Packaging	15				15
AM00CW02	Innovative Packaging	15				15
MLTIVV23S-1024	**Studios**					**75**
MLTIVV23S-CATEGORY-1002	**Studio1**					**15**
AM00CW08	Visual Production Studio		15			15
AM00CW10	Design for All Studio		15			15
MLTIVV23S-CATEGORY-1003	**Studio 2**					**15**
AM00CW13	Packaging Experience Studio		15			15
AM00CW12	Design for Ecosystems Studio		15			15
MLTIVV23S-CATEGORY-1004	**Studio 3**					**15**
AM00CW11	Design for Change Studio		15			15
AM00CW07	Information Design Studio		15			15
MLTIVV23S-CATEGORY-1005	**Studio 4**					**15**
AM00CW09	Space as Interface Studio		15			15
AM00CW14	Designing Futures Studio		15			15
MLTIVV23S-CATEGORY-1006	**Studio 5**					**15**
AM00CW16	Future of Publishing Studio			15		15
AM00CW15	Brand Experience Studio			15		15
MLTIVV23S-CATEGORY-1007	**Other Studios**					**0**
AM00CW75	Exhibition Design Studio			15		15

MLTIVV23S-1027 CORE COMPETENCE: 120 ECTS

MLTIVV23S-1028 Common studies: 15 ECTS

AY00BU47 Developing professional competence 1: 1 ECTS

Learning outcomes
The student is able to
- plan their own learning and cooperate in situations related to their own field of studies
- recognize their own competence and the needs to develop them further and to plan their careerpath observing them

- act as a group member- operate in the learning environments of LAB University of Applied Sciences
- picture their own field of studies and its future skills- give feedback on tuition and services and thus participate in the development of education

AY00BU48 Developing professional competence 2: 1 ECTS

Learning outcomes
The student is able to
- utilize various learning opportunities in curriculum
- recognize and aim their own competences to be in level with the future career requirements
- create a study plan that supports the future career goal
- give feedback on tuition and services and thus participate in the development of education

AY00BU49 Developing professional competence 3: 1 ECTS

Learning outcomes
The student is able to
- identify themselves as a learner and develop their own learning skills- evaluate innovative or alternative future competences required in their own field
- recognize and aim their own competences to be in level with the future career requirements
- masters the professional concepts of their own field and is able to point out their competenciesduring job recruitment processes
- give feedback on tuition and services and thus participate in the development of education

A300CE13 Orientation to Sustainability Thinking: 2 ECTS

Learning outcomes
Identify and define central concepts and frameworks related to sustainability. Recognize the interconnectedness of economic, social and environmental sustainability issues. Understand and develop own individual role in driving sustainability.

Evaluation criterias
Level 1

Pass-Fail

KE00BT61 English for Work: 4 ECTS

Learning outcomes
Proficiency level: B2

The student is able to
- communicate clearly and effectively in different generic and field-specific workplace situations both orally and in writing
- find, evaluate and use information effectively
- function collaboratively in international working environments.

KR00BU42 Swedish for Work, Spoken: 1 ECTS

Learning outcomes
The student is able to
- convey and validate arguments
- use vital field-specific vocabulary
- communicate essential matters about their education, work experience and tasks
- present their field-specific operational environment
- communicate in various working life situations in Swedish.

The student completes the Public Administration Language Test in Swedish.

KR00BU43 Swedish for Work, Written: 1 ECTS

Learning outcomes
The student is able to
- use vital field-specific vocabulary
- communicate essential matters about their education, work experience and tasks
- understand and produce various short texts related to studies and working life
- acquire information on their field in Swedish
-use online dictionaries.

The student completes the Public Administration Language Test in Swedish.

KS00BT59 Expert Communication Skills: 4 ECTS

Learning outcomes
Proficiency level: C2

The student masters Finnish language as a mother tongue in all professional spoken and written communication situations.

MLTIVV23S-1029 Professional Core Competence: 105 ECTS

MLTIVV23S-1030 Basic studies: 60 ECTS

AM00CE41 Art History: 5 ECTS

Learning outcomes
Students are able to
- describe the basics of Western visual arts, architecture and other visual culture, from prehistory to modern times
- use the research concepts of art history and visual culture
- view their professional field as part of artistic practice and the visual environment
- use their knowledge of phenomena in art history in their professional development and work.

AM00CW03 Visual Design Software 1: 5 ECTS

Learning outcomes
The student is able to
- use the basic terms and concepts of digital tools in discussion
- use essential digital tools in the visual communication field
- understand the purposes of use of different software

AM00CF73 Color, Form and Composition: 5 ECTS

Learning outcomes
Students are be able to
- use visual exercises to express colour theory and interrelations and also composition theory
- verbally describe the impressive, expressive and symbolic nature of colours and colour combinations, geometric forms and composition elements
- creatively apply the rules of colour interaction, forms and composition
- discuss the classical colour theories, composition theory and their application in fine arts and design.

AM00CV96 Visual Expression: 5 ECTS

Learning outcomes
The student can
- present their own works to an audience of peers and evaluate them critically
- use different visual idealization methods
- use their observations and feelings as starting points for creative thinking
- compare the connections between visual arts and other visual culture
- analyze, interpret and explain the visual culture of our time.

AM00CW06 Fundamentals of Graphic Design: 5 ECTS

Learning outcomes
The student is able to
- analyse, interpret and explain graphic design work and processes using professional terminology
- choose appropriate means of graphic design, typography, and illustrations for a given assignment
- work according to the design thinking process
- use ideation and problem-solving skills, self-expression and creative thinking

AM00CW04 Visual Design Software 2: 5 ECTS

Learning outcomes
The student is able to
- handle with the wider use of digital tools in their field of study
- use different software as part of the design process
- find guides and information about using more advanced tools in design software.

AM00CW73 Fundamentals of Packaging Design: 5 ECTS

Learning outcomes

The student is able to
- describe the most important functions of the package
- understand the role of the packaging designer in the field
- design the overall form and visuals of a packaging concept
- identify and compare different materials and build a prototype
- use the workshops in a safe manner

AM00CE48 History of Visual Communication: 5 ECTS

Learning outcomes

The student is able to
- explain the development stages of visual communication media from historic to current times
- view genres in context with other cultural phenomena in their time periods
- recognize different periodical styles and major influencers in graphic design, typography and photography
- view their own work as a part of a continuum of a long tradition of visual culture.

AM00CW74 Fundamentals of Typography: 5 ECTS

Learning outcomes

The student is able to
- describe the categories of typography and how to use them
- impelement the knowledge of typographic history in their design work
- understand typographic hierarchy and use typographic methods in design
- describe and take into consideration the requirements of typography in different media

AM00BW37 User-centred Design: 5 ECTS

Learning outcomes

The student is able to
- apply basic principles and research methods of user-centred design in their design work
- define and prioritize different usability perspectives in their design work
- apply the principle of Design for All in their design work
- design a product from a user-centred point of view.

AM00CR19 Visual Culture Theory: 5 ECTS

Learning outcomes

The student is able to
- answer of basic questions about art and aesthetic value
- describe current visual culture theories
- independently search for information about different theories from both printed and digital sources
- apply theoretical models and concepts in their work.

AM00CW05 Marketing and Branding: 5 ECTS

Learning outcomes

The student is able to

- describe the conceptual background, substance and characteristics of marketing thinking
- use the methods of marketing communication and branding in their professional activity
- select appropriate methods and channels for marketing communication and branding.

MLTIVV23S-1032 Thesis: 15 ECTS

AO00BU53 Thesis Planning: 5 ECTS

Learning outcomes

The student is able to:

- describe the objectives and core contents of their thesis
- plan and describe the stages of the thesis process
- take into account the possible research permit and copyright issues

AO00BU54 Thesis Research and Writing: 5 ECTS

Learning outcomes

The student is able to:

- implement the thesis on the basis of an approved thesis plan.

AO00BU55 Thesis Publication: 5 ECTS

Learning outcomes

The student is able to:

- present the results or output of their thesis
- report on their thesis in writing in accordance with the thesis guidelines of LAB University of Applied Sciences
- write a maturity test.

MLTIVV23S-1033 Practical Training: 30 ECTS

HA00CD54 Practical Training: 10 ECTS

Learning outcomes

The student is able to

- describe work-related phenomena and use related concepts
- act in a productive way, following the practices of the workplace and the ethical principles of the profession
- use the techniques, work methods, models and processes that they have learnt
- act in a customer-oriented way in interactive situations in the workplace and in the cooperation network
- evaluate and develop their own competence int the work done in practical training

HA00BU51 Practical Training 2: 10 ECTS

Learning outcomes
The student is able to
- describe work-related phenomena and use related concepts
- act in a productive way, following the practices of the workplace and the ethical principles of the profession
- use the techniques, work methods, models and processes that they have learnt
- act in a customer-oriented way in interactive situations in the workplace and in the cooperation network
- evaluate and develop their own competence int the work done in practical training

HA00BU52 Practical Training 3: 10 ECTS

Learning outcomes
The student is able to
- describe work-related phenomena and use related concepts
- act in a productive way, following the practices of the workplace and the ethical principles of the profession
- use the techniques, work methods, models and processes that they have learnt
- act in a customer-oriented way in interactive situations in the workplace and in the cooperation network
- evaluate and develop their own competence int the work done in practical training

MLTIVV23S-1022 COMPLEMENTARY COMPETENCE: 120 ECTS

MLTIVV23S-1023 Orientation studies: 45 ECTS

MLTIVV23S-CATEGORY-1000 Graphic Design: 45 ECTS

AM00CV97 Publication Design: 15 ECTS

Learning outcomes
The student is able to
- use the design tools and methods
- describe and compare publishing platforms and publication types
- use visual storytelling and visual elements (typography, image, illustration, composition, format, colours)
- design and produce a publication which supports the content and intended message.

AM00CV98 Branding Design: 15 ECTS

Learning outcomes
The student is able to
- develop theoretical and contextual understanding in branding design
- assess the link between the content, the target group and the graphic design
- design commercial brand material for different media

- understand the key operating models affecting the brand and the creative practice
- articulate and present their own work, schedule the working process, and produce a portfolio

AM00CV99 Visual Identity: 15 ECTS

Learning outcomes
The student is able to
- produce graphic symbols in accordance with brand goals and requirements
- explain the importance of the visual identity as a part of marketing communications
- create a visual identity concept in accordance with brand goals
- design appropriate and carefully crafted typography
- lead a process of designing a visual identity

MLTIVV23S-CATEGORY-1001 Packaging Design: 45 ECTS

AM00CW00 Sustainable and Creative Packaging: 15 ECTS

Learning outcomes
The student is able to
- use design thinking and creative design practices in designing packaging concepts
- create packaging structures, drawings and renderings with packaging design softwares
- use packaging CAD softwares and prototyping devices in basic level
- understand principles of environmentally sound and ethical thinking in packaging development
- utilize the knowledge about life-cycles, materials, production methods and consumer behavior in their design exercise

AM00CW01 Consumer Packaging: 15 ECTS

Learning outcomes
The student is able to
- design and produce functional and appealing packaging graphics to support brand image
- understand the technical restrictions and possibilities of packaging graphics
- understand the key operating models affecting the brand and own business
- recognize the role of packaging design as a tool for communication and marketing
- present the concept and visual thinking

AM00CW02 Innovative Packaging: 15 ECTS

Learning outcomes
The student is able to
- apply future scenario methods in the design of new product and packaging
- design a functional innovative packaging design concept
- recognize the different steps of the innovation process and their effect on packaging design solution

MLTIVV23S-1024 Studios: 75 ECTS

MLTIVV23S-CATEGORY-1002 Studio1: 15 ECTS

AM00CW08 Visual Production Studio: 15 ECTS

Learning outcomes
The student is able to
- deepen their software knowledge
- schedule the working process
- take their design from concept through to final production

AM00CW10 Design for All Studio: 15 ECTS

Learning outcomes
The student is able to
- design according to the principles of accessibility
- identify the needs of people with diverse abilities
- understand the designer's impact on society
- take ethical principles into account in their design work

MLTIVV23S-CATEGORY-1003 Studio 2: 15 ECTS

AM00CW13 Packaging Experience Studio: 15 ECTS

Learning outcomes
The student is able to
- design multisensorial, experimental, and circular packaging concepts
- test and evaluate the desirability and feasibility of a packaging solution
- showcase the concept, process, and the outcomes impressively

AM00CW12 Design for Ecosystems Studio: 15 ECTS

Learning outcomes
The student is able to
- recognize different ecosystems
- utilize environmental, ethical and social thinking in conceptualization
- utilize knowledge of past use and production practices, consumption, user studies, circular and sharing economy, and cultural intervention

MLTIVV23S-CATEGORY-1004 Studio 3: 15 ECTS

AM00CW11 Design for Change Studio: 15 ECTS

Learning outcomes
The student is able to
- recognize and form design questions based on social and environmental challenges

- understand the psychological factors that influence people
- utilize methods of influencing in their design work
- take a stand on social issues with their work

AM00CW07 Information Design Studio: 15 ECTS

Learning outcomes
The student is able to
- understand the importance of information in society
- create visual representations of abstract or complex information to facilitate the communication of the information
- use information design practices in both data visualization and infographics
- apply theoretical models and concepts of information design

MLTIVV23S-CATEGORY-1005 Studio 4: 15 ECTS

AM00CW09 Space as Interface Studio: 15 ECTS

Learning outcomes
The student is able to
- see surrounding realities as experiences
- identify both physical and digital spaces as user interfaces
- design the user experience of the space holistically
- utilize the principles of user-centered design in customer journey and spatial planning

AM00CW14 Designing Futures Studio: 15 ECTS

Learning outcomes
The student is able to
- base their design work on future foresight methods
- utilizes the speculative design mindset
- choose new technologies and materials appropriate for their design work

MLTIVV23S-CATEGORY-1006 Studio 5: 15 ECTS

AM00CW16 Future of Publishing Studio: 15 ECTS

Learning outcomes
The student is able to
- develop critical writing and research skills
- understand the changing media lansdscape and experiment to create contextualised solutions
- produce content to be published

AM00CW15 Brand Experience Studio: 15 ECTS

Learning outcomes

The student is able to
- understand brands and their influence as part of our popular culture
- understand the meaning of brand management and brand creation, and the mechanisms of influence
- create a brand strategy and a complete concept

MLTIVV23S-CATEGORY-1007 Other Studios: 0 ECTS

AM00CW75 Exhibition Design Studio: 15 ECTS

Learning outcomes
The student is able to
- design the exhibition experience for different audiences
- describe the aims of exhibition architecture
- design exhibition structures and create relevant documentation
- design and implement exhibition graphics and communication materials